

Message Text

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PAGE 01 STATE 024185

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ORIGIN CU-04

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TO AMEMBASSY PANAMA

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

UNCLAS STATE 024185

E.O. 11652: N/A

TAGS: OEXC, PA, EL, HO

SUBJECT: REQUEST FOR AMSPEC ON MANAGEMENT

REF: PANAMA 7642

1. DR. RICHARD STILL, PROFESSOR OF MARKETING AND INTERNATIONAL BUSINESS AT UNIVERSITY OF GEORGIA, AVAILABLE FOR SEMINARS DURING SUMMER.

2. WAS DIRECTOR, HUMAN RESOURCES DEVELOPMENT PROGRAM IN CARACAS, 1973, 1974; DIRECTOR, ADVANCED MANAGEMENT PROGRAM, CARACAS, 1973, 1975-76; DIRECTOR, EXECUTIVE DEVELOPMENT PROGRAM FOR VENEZUELAN EXECUTIVES (THROUGH UNIVERSITY OF GEORGIA), 1971; LED MARKETING SEMINARS IN MEXICO CITY, BUENOS AIRES, BARBADOS, GEORGETOWN, SOUTH AFRICA; CONSULTANT TO GOVERNMENT OF SPAIN, ESTABLISHMENT OF GRADUATE PROGRAM IN ADMINISTRATION, MEDELLIN; DIRECTOR, MANAGEMENT DEVELOPMENT PROGRAM, SYRACUSE UNIV., AMERICAN NURSERYMEN'S ASSN; CONSULTANT TO APPROX. 50 FIRMS FOR VARIOUS PERIODS ON PROBLEMS IN GENERAL MANAGEMENT AND

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 024185

MARKETING.

3. WRITTEN MANY BOOKS ON SALES MANAGEMENT, MARKETING, MANAGEMENT.

4. SPEAKS SPANISH.

5. RECOMMENDED BY DR. HOWARD SMITH, FORMER AMSPEC WHO RECENTLY TRAVELLED TO CARIBBEAN POSTS AND WAS HIGHLY SUCCESSFUL THERE.

6. WOULD YOU BE ABLE TO POSTPONE SEMINAR UNTIL SUMMER AND PROGRAM STILL? IF NOT, WILL YOU ACCEPT NON-SPANISH-SPEAKING AMSPEC AND USE SIMULTANEOUS TRANSLATION EQUIPMENT PURCHASED FOR SUCH USE?

7. ADVISE SOONEST. KISSINGER

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